

Monthly Confidential Report

SUMMARY

MONTLY ELECTROPHOTOGRAPHY

(Abridged version)

- Comprehensive Research and analysis of PPCs, Laser/LED Printers, Toner, Resin, Photoconductor, Fusing/transfer belt, Developer/charge and other roller

2014. 11



Konica Minolta's bizhub 4050



US Ricoh's RICOH SP 213SNw



Sharp's MX-M754FN



Fuji Xerox's ApeosPort-V C3320



Data Supply Inc.

Table of Contents

Table of Contents - November 2011

■ Feature Article ■

RemaxAsia Expo 2014 (Toner and photoconductor)	1
1. List of exhibitors	2
2. Latest trend of each exhibitor classified by product	5
1) Toner	5
(1) Outline (2) Main topics (3) Outline of exhibitors	
2) Photoconductor	1 1
(1) Outline (2) Main topics (3) Outline of exhibitors	

■ Follow up ■

F-Color MFP (A3) - Oki Data	1 6
(ES9475/9465)	
F-Color MFP (A4) - Konica Minolta	1 7
(bizhub C3850)	
F-Color printer (A3) - Casio Computer	1 8
(SPEEDIA GE5000)	
F-Color MFP (A3) -Sharp	1 9
(MX-2310 series)	

■ Newly Released ■

[Office]

N-Color MFP (A4)-Fuji Xerox	2 0
(ApeosPort-V C3320)	
N-Monochrome MFP-Fuji Xerox	2 2
(ApeosPort-V 4020)	
N-Monochrome MFP (A3) -Fuji Xerox	2 4
(DocuCentre-V 7080/6080/5080/ApeosPort-V 7080/6080/5080)	
N-Monochrome MFP (A3) - Fuji Xerox	2 6
(DocuCentre-V 4070/3070/ApeosPort-V 4070/3070)	
N-Monochrome printer (A3+) - Fuji Xerox	2 8
(DocuPrint 5100 d)	
N-Monochrome MFP (A3) - Sharp	3 0
(MX-M754FN/M654FN)	

[Production]

N-Color Production Printer (A3+) - Fuji Xerox	3 2
(Versant 80 Press)	

■ OEM ■

N-OEMColor MFP - Konica Minolta	3 4
(bizuhub 4050)	

Table of Contents

■Foreign Countries■

[North America]

FN-Monochrome MFP/printer - US Ricoh	3	5
(RICOH SP 213SNw/SP 213SFNw/SP 213Nw)		

FN-Monochrome MFP (A4) - US Xerox	3	7
(WorkCentre 4265S/4265X/4265XF)		

FN-Monochrome MFP/Printer (A4) - US Xerox	3	9
(WorkCentre 3225/3215/Phaser 3260DI/3260DNI)		

[Europe]

FN-Monochrome MFP (A3) - Europe Ricoh	4	1
(MP 6054SP/5054SP/4054SP)		

■Production News■

P-Photoconductor-Park&OPC	4	3
---------------------------------	---	---

■Other News■

O-Financial Results-Each company	4	4
--	---	---

O-Industry Related News	5	2
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Follow Up

■Follow Up■

F-Color MFP (A3) - Oki Data

Overseas sales of Oki Data's ES9475/9465, A3 color MFP struggles.

Model name	Speed (ppm)	Period of sales	Shipment volume of overseas
ES9475/9465	C5	June-October 2014	

<Outline of the product>

ES9475/9465 (released in 2013) is a high-speed MFP with 100 ppm in color and monochrome. It is a replacement for copy/printer/scanner and optional) are replacement for copy/printer/scanner. In June 2012, \$23,450, 45% of the total sales of monochrome, copy/printer/scanner and fax is optional). Both Oki Data and Toshiba.

Target users are mid-to-large enterprises that require lightest weight and low cost. It can be customized.

<Sales volume>

Oki Data has a technical advantage in MFPs and copiers, they are not competing.

Overseas sales volume is small. These models are replacement for copy/printer/scanner. Sales results already have been poor.

The sales regions are mainly in Asia, accounting for 60% of the total sales. Manufacturers in the U.S. and Europe.

There is no contribution to the company's profit.

November 2014, Monthly

Feature Article

(3) Outline of exhibitors

*Type: M (Manufacturing), S (Sales), P (Processing)

Exhibitor / Booth No.	Location	Type*	Main product
Guangzhou ASC Toner Production / B550	Hebei, China	M	toner
Established in 2003. A joint toner manufacturer of ASC (Germany) and Wujiao Huikuo Imaging Technology (AOIS) (China). Annual production capacity is 3,000 tons with 6 lines including 2,000 tons of color toner. This company invested for technology development in 2013. Production volume in 2014 is around 150 tons per month in average.			
Chengdu JSY (Toner & Film) Technology / E555	Sichuan, China	M	toner, fusing film
Established in 2003. A Chinese manufacturer that produces monochrome toner and fusing film. This is the first time to participate in Remax Asia. Mass production of toner has been started since 2007 with annual capacity of 2,000 tons in average. Monthly production volume is 50 tons, which used for low end printers of HP, Samsung, Lenovo and Brother. Full production of fusing film has been started from 2008. Items are polyimide base and metal base.			
Cosmo Advanced Materials & Technology / D620	Korea	M	toner, magnetic oxide
Sachan Media, a former company of Cosmo Advanced Materials & Technology was established in 1967. In 2010, this company joined Cosmo group in Korea and the name was changed to the current one in 2011. The annual capacity of toner production is 1,800 tons including 1,000 tons of monochrome toner and 800 tons of color toner. Since this company is shifting from monochrome toner manufacturing to color toner manufacturing, the facility of monochrome toner may be sold to an Indian manufacturer.			
Future Graphics / C500	USA	S	toner, OPC drum, others
Established in 1998, this is a major distributor in US entered Mitsubishi Chemical group in 2008. This company exhibited Mitsubishi Chemical's chemical toner (emulsion aggregation toner aka Kaleidochrome), OPC drums as well as originally developed photoconductor gears (TRUE HEX), chips and rollers.			
Guangzhou Cetron Office Equipment /	Guangzhou, China	M	toner
Established in 2013. A Chinese toner manufacturer. It was this company's first participation in Remax Asia. The production volume is still small since they just established the business. The production is only monochrome toner and the volume is 10-15 tons per month, used mainly for copiers of Sharp and Konica Minolta.			
Guangzhou Comet Office Technology / A610	Guangzhou, China	M	toner
Established in 2002. Chinese toner manufacturer. This company expanded the production of monochrome toner in order to increase sales. Currently they are shifting to color toner production which is more profitable. Production capacity of monochrome toner is 3,500 tons and color toner is 200 tons. Production volume is 60-70 tons per month, mainly accounts for monochrome toner. Due to a noise problem, this company is moving from Guangzhou and building a new factory in Zhuhai. The new factory will be completed in the end of 2014.			
Guangzhou Shuangyi Sci-technology / A523	Guangzhou, China	M	toner
Established in 1995. A Chinese toner manufacturer. Toner production has been started in 2008. Monthly production volume is around 10 tons per month. Used for Oct, EIP like wide format copier. Their feature is blue print like blue toner.			
Guangzhou VIVID Print Material / C645	Guangzhou, China	M	toner
Established in 2008. A Chinese toner manufacturer. Color toner business has been established in 2008 and mass production has been started in 2010. There are 2 lines that have annual production volume of 200 tons. Production volume in 2013 ended up about 100 tons in 2013 however it is increasing in 2014. Specialized in color toner, this company has a strategy apart from other discount manufacturers.			
Hanbin Hanguang OAToner / A121	Hebei, China	M	toner
Established in 1972. One of group companies of HG Technologies which was established by Hebei Hanguang Industry. Annual production volume is more than 8,000 tons. This is the largest toner manufacturer in China. The demand is outstripping their capacity (8,750 tons), therefore they are planning to acquire ICOMI (China) (E104). Production item is only monochrome toner used mainly for HP's magnetic mono component toner. They also line up non-magnetic mono component toner for Brother and Samsung, and dual component for Ricoh, Sharp, Toshiba and Canon. The main suppliers are Tianjin Synthetic Material Research Institute (styrene acrylic resin: 2,800-3,000 tons/year), Lanzhou (magnetic oxide: +3,000 tons/year), Hubei Dinglong (CCA: +50 tons/year). They are planning to start color toner business within several years and undertake R&D of emulsion aggregation toner.			

November 2014, Monthly Electrophotography

7

Production News

■Production News

P-Photoconductor-Park&OPC

Korean photoconductor manufacturer, Park & OPC's performance is deteriorating rapidly. It has been decreased sales and profit since 2011. Amount of sales was 4,083,000,000 KRW, income or loss from operations was 2,242,000,000 KRW, net deficit was 3,171,000,000 KRW during the period of June 2014. Large fall in both revenues and profits are inevitable.

This company acquired photoconductor drum division of Samsung Electro-Mechanics and

established Daewon OPC

again changed to PARK&O

Samsung Electronics and th

The production volume of p

million units and in 2013 wa

in 2014. The reason of this r

to a fierce competition with

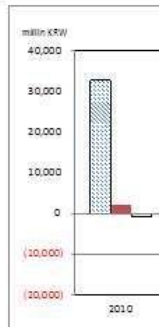
Samsung in 2011, however i

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difficult to recover the comp

year
amount of sales
operating profits
net profit



November 2014, Monthly

Newly Released
(Office)

N-Color MFP (A4)-Fuji Xerox

Spec name	ApeosPort-V C3320
Price	₩820,000
Size	A4
Speed	35 ppm in color and monochrome
Sales Objective	10,000 units/year (including ApeosPort-V 4020)
Intro Date	October 27, 2014
Function	Copy, Printer, FAX, Scanner
New/Replacement/Other	New
Competing Model	Canon's iR-ADV C330F, Ricoh's RICOH MP C305 SP, Konica Minolta's bizhub C3550, Sharp's MX-C300W
Target User	SOHO, small shops, reception desks, back yard and other limited space.



ApeosPort-V C3320

[Product Features]

The first A4 size color MFP of Fuji Xerox (excluding printer based low price MFP) for domestic market. Domestic market demand of A4 MFP is small. The monthly total demand volume seems to be 2,000 units, and the sales objective of this product is thought to be 400-500 units/month. This device is positioned as a supplemental device of A3 MFP, therefore it has no function as an independent MFP such as staple and punch. It embeds the latest controller software which is capable of mobile and cloud as well as AirPrint and Print Utility for iOS/android. 7 inch touch panel allows users to operate like a tablet device.

[Engine]

Method			Component (number of parts)	
Charging	Non-contact Method	<input type="checkbox"/> Corona	<input type="checkbox"/> Wire <input type="checkbox"/> Needle electrode	
		<input type="checkbox"/> Roller	<input type="checkbox"/> Charge Roller	
		<input type="checkbox"/> Others		
	Contact Method	<input checked="" type="checkbox"/> Roller	<input checked="" type="checkbox"/> Charge Roller (4)	
		<input type="checkbox"/> Blade	<input type="checkbox"/> Conductive Elastic Blade	
		<input type="checkbox"/> Brush	<input type="checkbox"/> Conductive Blush	
Exposure	<input checked="" type="checkbox"/> Laser	<input checked="" type="checkbox"/> Laser Output Device (4) <input checked="" type="checkbox"/> Polygon miller (4)		
	<input type="checkbox"/> LED	<input type="checkbox"/> LED array		
	<input type="checkbox"/> Analog	<input type="checkbox"/> Fluorescent Lamp <input type="checkbox"/> Halogen Lamp		
	<input checked="" type="checkbox"/> Dual Component	<input checked="" type="checkbox"/> Magnetic Roller (4)		
Developing	<input type="checkbox"/> Magnetic Mono Component	<input type="checkbox"/> Magnetic Roller		
	<input type="checkbox"/> Non-magnetic Mono Component	<input type="checkbox"/> Non-magnetic miller		
	<input checked="" type="checkbox"/> Roller Transfer	<input checked="" type="checkbox"/> Transfer Roller (4)		
Transfer	Final Transfer	<input type="checkbox"/> Belt Transfer	<input type="checkbox"/> Transfer Belt	<input type="checkbox"/> Transfer Roller <input type="checkbox"/> Wire
		<input type="checkbox"/> Corona Transfer	<input type="checkbox"/> Wire	
	Intermediate Transfer	<input checked="" type="checkbox"/> Belt Transfer	<input checked="" type="checkbox"/> Intermediate Transfer Belt (1)	<input checked="" type="checkbox"/> Transfer Roller (4)
Fusing	Contact Fusing	Fusing (Upper)	<input checked="" type="checkbox"/> Heat Roller (1)	<input checked="" type="checkbox"/> Halogen Heater (1) <input type="checkbox"/> H
			<input type="checkbox"/> Fusing Belt <input type="checkbox"/> Fusing Film	<input type="checkbox"/> Halogen Heater <input type="checkbox"/> Ceramic Heater <input type="checkbox"/> H
		Fusing (Lower)	<input type="checkbox"/> Pressure Roller <input checked="" type="checkbox"/> Pressure Belt (1)	<input type="checkbox"/> Halogen Heater <input type="checkbox"/> Others
			<input type="checkbox"/> Others	<input type="checkbox"/> Flush <input type="checkbox"/> Heat Plate <input type="checkbox"/> Oven <input type="checkbox"/> Infrared Ray Lamp
	Cleaning	<input type="checkbox"/> Blade	<input checked="" type="checkbox"/> Cleaning Blade (4)	
		<input type="checkbox"/> Brush	<input type="checkbox"/> Cleaning Brush	
		<input type="checkbox"/> Roller	<input type="checkbox"/> Cleaning Roller	
		<input type="checkbox"/> Cleanerless	<input type="checkbox"/> None	

November 2014, Monthly Electrophotography

20